

Pitching your post

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

How to pitch a post idea

- ▶ When contacting a blog/website to try to get accepted as a guest writer, keep these things in mind:
- **#1 Make sure you meet any basic requirements**
 - follow their rules, if they specify them on the site
 - if you need to link to previous articles of yours but don't have any, publish something on LinkedIn
- **#2 Every pitch should be unique**
 - personalize each email for the person you send it to
 - mention which of their posts you liked to show that you actually read their content
- **#3 Be prepared to pitch multiple ideas**
 - be specific when they ask for the topics you can write about - give them the actual titles
- **#4 Your pitch should be short and cover all of the basics**
- ▶ Example email to pitch your idea:

Hi Business Insider,

I'm a long time reader of your blog. Your posts about app development are really helpful, especially [TITLE HERE].

I'd love to contribute a post to Business Insider, and as an app developer myself, I think it speaks to the needs of your audience. It's called [ENTER TITLE HERE], and [GIVE A SHORT DESCRIPTION HERE].

As requested, I've attached a copy of my post and bio as a Word Doc. [or you can include Google Docs links]

Also, here are a few guest posts I've written before to give you a look at my style and engagement:

- LINK #1*
- LINK #2*
- LINK #3*

Thanks for your consideration. Please let me know if you have any questions for me.

Cheers,
[Your name]

- ▶ **After you send the email, be patient - you might hear from them right away, in a few weeks, or not at all.**